

Salinas, Calif.

RODEO

RODEO - 1930-1949

LOCAL HISTORY

California

# 28th SALINAS

HORSE FAIR  
STOCK SHOW

# RODEO

JULY  
13-16  
1939

OFFICIAL  
PROGRAM

15c

## JANE PENDERGAST

Galileo High School, San Francisco . . . Winner Outdoor Girl 1938 . . . Stanford Freshman 1939 . . . Member Gamma Phi Beta Sorority . . . Received Free Trip to Glacier National Park.

Photograph by  
Ross A. Ross

Thursday, July 13



10:00 A.M.—Arrive at Treasure Island and visit district buildings and Art Exhibit.

## OUTDOOR GIRLS AT TREASURE ISLAND



Returning—stop at Stagg's Old Corral, on Bayshore Highway, for a hand-out



Wed. eve., June 12—All girls and their mothers will have Free Passes to all the Shows and Rides at Foley and Burke's Carnival.



12:00 Noon—Luncheon at Crillo's Specialty Kitchen.  
2:00 P.M.—Broadcast and visit Telephone Exhibit.



4:00 P.M.—Actually participate as part of the Cast in Cavalcade of the Golden West.

# LEVI'S COPPER RIVETED OVERALLS

MADE IN THE WEST SINCE 1853

PRESENTING  
THE WORLD'S ONLY  
MECHANICAL RODEO

3:00 P.M.—Visit the Levi Strauss world-famous Mechanical Rodeo and receive a pair of Lady Levis.

## Choosing California's Outstanding Outdoor High School Girl



Judging Candidates for Outdoor Appearance—counting 25%



Taking Examination for Intellectual Ability at Salinas Junior College—counts 25%

Judging Candidates for Outdoor Appearance (see list of names below)



Outdoor Girls being judged in Riding Contest—counting 25%

### 1938 COUNTY WINNERS OUTDOOR HIGH SCHOOL GIRLS

Alameda, Dorothy Haar; Amador, Lois Johnson; Colusa, Barbara Jansen; Contra Costa, Margaret Linscheid; El Dorado, Dorothy Morris; Fresno, Clarice Guyette; Inyo, Jean Spahn-hower; Kern, Geraldine Bachelder; Kings, Thelma Landon; Los Angeles, Dorene Lindesmith; Madera, Ejane Gordon; Merced, Mayma Di Bartolo; Monterey, Helen Eade; Napa, Shirley Annette Bidwell; Orange, Audrey Gray; Placer, Marcella Walker; Riverside, Dorothy MacKersie; Sacramento, Shirley Scheivel; San Benito, Virginia Keaton; San Bernardino, Patricia Dexter; San Diego, Evelyn Walker; San Francisco, Jane Pendegast; San Joaquin, Dorothy Fisher; San Luis Obispo, Mary Cook; San Mateo, Joanne Hebert; Santa Barbara, Helen Lynch; Santa Clara, Thelma Dutre; Santa Cruz, Virginia Kirby; Siskiyou, Marjorie Leary; Sonoma, Barbara Turner; Stanislaus, Jane Keith; Sutter-Yuba, Marguerite Coupe; Tulare, Rosalie Lamkin; Ventura, Mildred Meeks; Yolo, Mary Lou Hughes.



Judging Personality (25%)  
at Fox Theatre, 8:00 A. M.



Governor Olson proclaims July 13-16 as Horsemanship Week and will present the Winner with a certificate entitling her and her mother to a trip to Glacier National Park or a year's schooling at Salinas Junior College.

Executive Department  
State of California

PROCLAMATION

In this day of highly developed mobile transportation, it is well that horsemanship in all of its phases be encouraged and developed in California.

To the end that we perpetuate pioneer equine and pastoral ways by horses, and skill in horsemanship, our high school students, the California Rodeo, Horse fair and Stock show, this year conduct in connection with the Salinas Rodeo, a horsemanship contest for High School girls.

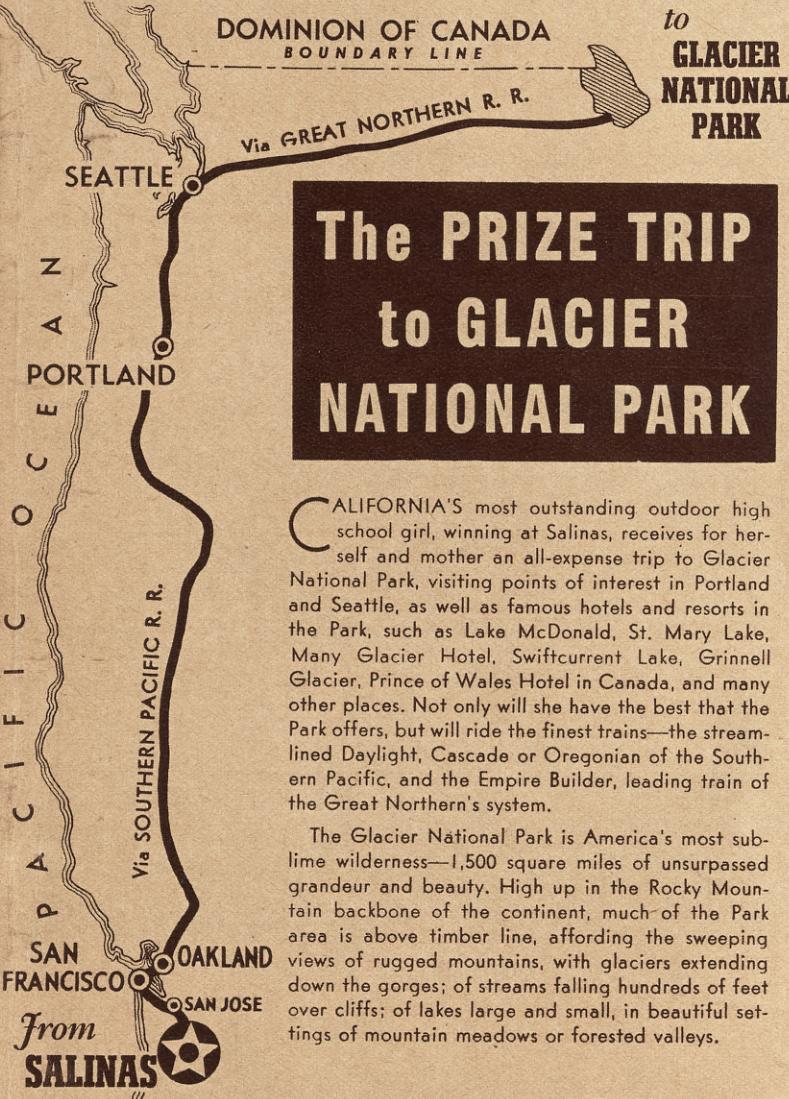
In view of these considerations, now, I, Culbert L. Olson, Governor of California, do hereby issue this proclamation, from the 10th and ending July 16th inclusive as "Horsemanship Week" in California and urge all our citizens to support the efforts of the girls in this event in their efforts to perpetuate Horsemanship in California.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of California to be affixed this twenty-sixth day of May A.D., one thousand nine hundred thirty-nine.

Culbert L. Olson  
Governor of California

ATTEST:  
Frank G. Jordan  
Secretary of State

Chas. L. Taylor  
Deputy



## The PRIZE TRIP to GLACIER NATIONAL PARK

CALIFORNIA'S most outstanding outdoor high school girl, winning at Salinas, receives for herself and mother an all-expense trip to Glacier National Park, visiting points of interest in Portland and Seattle, as well as famous hotels and resorts in the Park, such as Lake McDonald, St. Mary Lake, Many Glacier Hotel, Swiftcurrent Lake, Grinnell Glacier, Prince of Wales Hotel in Canada, and many other places. Not only will she have the best that the Park offers, but will ride the finest trains—the streamlined Daylight, Cascade or Oregonian of the Southern Pacific, and the Empire Builder, leading train of the Great Northern's system.

The Glacier National Park is America's most sublime wilderness—1,500 square miles of unsurpassed grandeur and beauty. High up in the Rocky Mountain backbone of the continent, much of the Park area is above timber line, affording the sweeping views of rugged mountains, with glaciers extending down the gorges; of streams falling hundreds of feet over cliffs; of lakes large and small, in beautiful settings of mountain meadows or forested valleys.



Lucky girl leaves Oakland en route to Glacier National Park via Southern Pacific and Great Northern railroads.



(Above, right) The Winner being inducted into the Blackfeet Indian Tribe at Glacier National Park and presented with leather scroll.

(Right) A view showing the rugged beauty of Glacier National Park.

(Left) F. E. "Gene" Dayton, President of the California Rodeo, giving the candidates a stage-coach ride at the Livermore rodeo.



# FAST ACTION—



(Left) 2nd BATTERY 76th FIELD ARTILLERY EIGHT FLAT RACES EVERY DAY FROM MONTEREY PRESIDIO IN MANEUVERS Pony Express and Relay Races

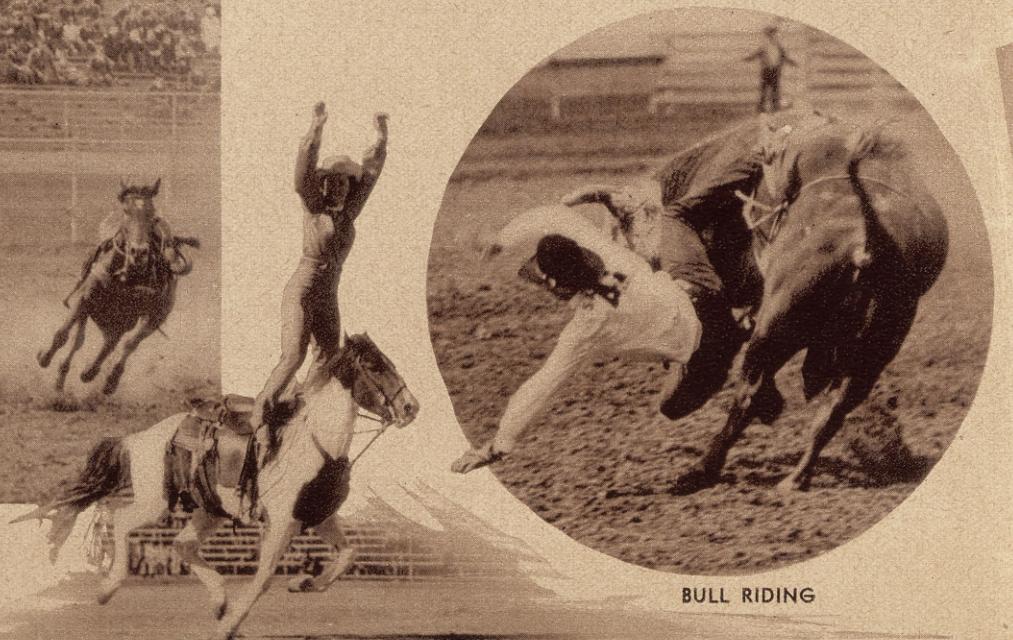


PARADE AND GRAND ENTRY OF 1100 HORSES AND RIDERS



STEER DECORATING

LOUISE MONTANA



BULL RIDING

YOU ARE ONLY 25 MINTES FROM

# DEL MONTE

*The California Rodeo Association Invites You to  
Visit this World Famous Resort Located in  
the Heart of a 20,000 Acre Estate.*

Before or after the rodeo spend the night at Del Monte. Dine and dance in the Bali Room to the music of Freddie Nagel and his orchestra. Rodeo Night, in the Bali Room, Saturday evening, July 15. Cover charge 50c week nights, \$1.00 on Saturday.

Play golf on championship courses, including Pebble Beach. Bask in the sunshine at the Roman Plunge and enjoy countless other sports.

## HOTEL DEL MONTE DEL MONTE, CALIFORNIA

# H. MOFFAT CO.

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### Raisers of and Dealers in LIVESTOCK

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THIRD STREET AND ARTHUR AVENUE  
TELEPHONE ATWATER 0700  
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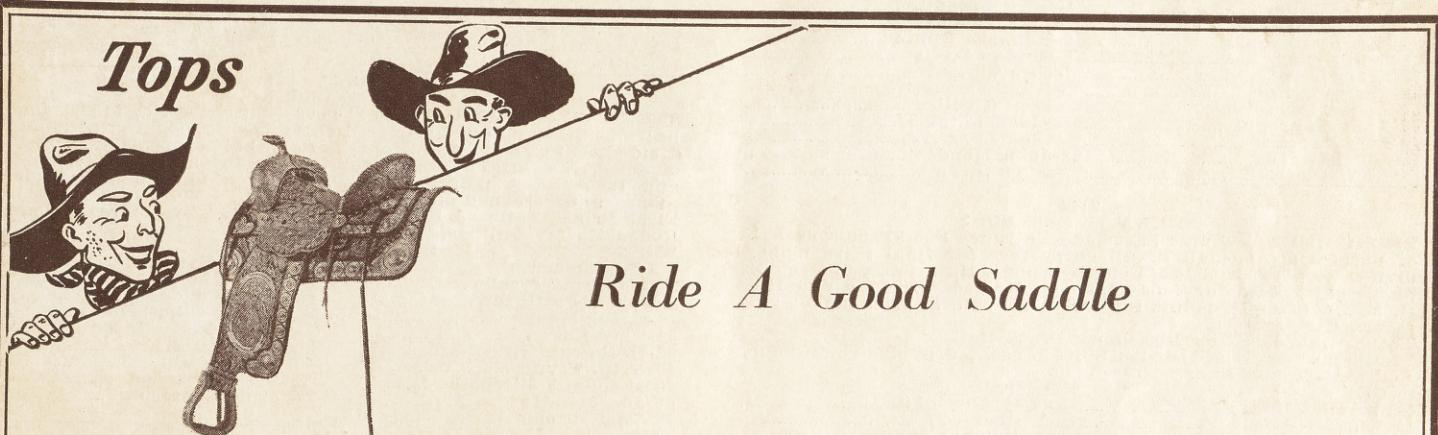
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*Tops*

*Ride A Good Saddle*

# KEYSTON BROS.

ESTABLISHED 1868

Largest Western Saddlery Manufacturers . . . Visit our Factory at 755 Mission Street—Just a block from Third.

*If your dealer can't supply you send us his name.*

Factory  
755 MISSION STREET  
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27 N. 3RD AVENUE  
PHOENIX, ARIZONA

## ARENA EVENTS

THURSDAY, JULY 13, 1939

**ANNOUNCER—ABE LEFTON**  
ANNOUNCING SYSTEM COURTESY GILMORE OIL CO.  
HOMER HOCUM—CLOWN

**ARENA JUDGES**—Perry Ivory, Jack Kirscher  
**TIMERS**—Bud Silacci, Jack Hubbell  
**CHUTE JUDGE**—Leonard Ward

**GRAND CHAMPION TROPHY**—Silver trimmed roping saddle, presented by Montgomery Ward & Co.  
**PERPETUAL TROPHY INSRIPTION AWARD** for the best Junior Cowboy under 16, presented by Wm. Jeffery.

2:00

### ARENA EVENT NO. 1

**BULL RIDING**—Purse \$600.00—Entrance Fee \$10.00. One half of purse and one-half of all entry fees for final prize money divided 40, 30, 20 and 10%. Fourth of one-half of purse and fourth of one-half of all entry fees for 4 day moneys divided 40, 30, 20 and 10%. R.A.A. points—1½ points for each \$1.00 paid in prize money and returned entry fees.

First Prize—Tailored Rodeo Shirt presented by Claire Bigham, Rodeo Buffet, Salinas.

RIDER	BULL	RIDER	BULL
14-Eddie Rogers	36	96-John Bartram	25
16-Bob Cunningham	43	142-Johnnie Schneider	29
19-Kid Fletcher	47	143-Smoky Moran	48
25-Smoky Snyder	34	202-Frank Schneider	30
53-Carl Dossey	44	203-Canada Kid	41
101-Dick Griffith	14	129-Glen Tyler	39
105-Hubert Sandall	37	154-Cecil Jones	11
108-Duart Ryan	27	173-George Donaldson	45
109-Zack McGiggins	24	176-Bill Nissen	32
65-Gene Randall	26	137-Bob Estes	42
80-Reginald Wilson	28	269-Dutch Martin	23
91-Mitch Owens	46		

2:30

### ARENA EVENT NO. 2

**DALLY STEER ROPING**—Purse \$400.00—Entrance Fee \$10.00. One-half of purse and one-half of all entry fees for final prize money, divided 40, 30, 20 and 10%. Third of one-half of purse and third of one-half of all entry fees for 3 day moneys divided 40, 30, 20 and 10%. R.A.A. points—1 point for each \$1.00 paid in prize money and returned entry fees.

First Prize—Tailored Rodeo Shirt presented by Claire Bigham, Rodeo Buffet, Salinas.

4-Burrell Mulkey	50-Al Coelho
5-Homer Pettigrew	55-Al Skelton
6-Gene Arrants	63-Tex Raibourn
11-H. H. Muller	71-Buck Standifer
18-Asbury Schell	73-John Rhodes
30-Clay Carr	75-Kenneth Gunter
31-Willie Clay	76-Gordon Davis
32-Sam Howe	77-Girard Davies
33-George Kline	79-Hugh Bennett
34-Robert Nyswonger	81-Ernest Gill
37-Andy Jauregui	210-Joe Violini, Jr.
40-Sam Fancher	82-Olen Sims
43-Joe Edwards	85-John Mendes
47-Doff Aber	87-Duck Swan

2:42

### ARENA EVENT NO. 3

**BRONC RIDING**—Purse \$1,200.00—Entrance Fee \$10.00. One-half of purse and one-half of all entry fees for final prize money divided 40, 30, 20 and 10%. Fourth of one-half of purse and fourth of all entry fees for 4 day moneys divided 40, 30, 20 and 10%. R.A.A. points—1½ points for each \$1.00 paid in prize money and returned entry fees.

Trophy presented by Bisschop's Brass Rail.

First Prize—Tailored Rodeo Shirt presented by Claire Bigham, Rodeo Buffet, Salinas.

RIDER	HORSE
4-Burrell Mulkey	Rockey Boy—64
19-Kid Fletcher	Red Rock—57
27-Eddie Curtis	Mr. Salinas—55
28-George Yardley	Bob Askins—98
39-Harry Logue	Oklahoma Kid—72
41-Ben Fancher	Pin Ears—95
42-Jackie Cooper	Sam—92
45-Fritz Truan	Bauldy—99
47-Doff Aber	54-Hit Run
54-Jack Myers	Sally Rand—62
109-Zack McGiggins	Hot Tip—70
120-Frank Finley	Pinto Pete—53
84-Ward Watkins	Hard Tack—73
91-Mitch Owens	Up Set—93
97-Ray Bartram	Chalk Eye—81
141-Walt Stuart	Klamath Special—91
146-Cecil Henley	Black Jack—58
202-Frank Schneider	Black Gold—63
129-Glen Tyler	Spotted Billy—89
193-Earl Inks	Bad Medicine—71
119-Chuck Sheppard	Gay Way—56

3:03

### ARENA EVENT NO. 4

**DALLY TEAM ROPING**—Purse \$600.00—Entrance Fee \$20.00 per team. One-half of purse and one-half of all entry fees for final prize money divided 40, 30, 20 and 10%. Third of one-half of purse and third of one-half of all entry fees for 3 day moneys divided 40, 30, 20 and 10%. R.A.A. points—1 point for each \$1.00 paid in prize money and returned entry fees.

Prize—Winning team—Suit of Levi's Famous Frontier Clothes presented by Levi Strauss Co.

Prize—Tailored Rodeo Shirt presented by Claire Bigham, Rodeo Buffet, Salinas.

1—2	John Bowan	10—40	Sam Fancher
3	Buckshot Sorrells	145	Hugh Clingman
5	Homer Pettigrew	66	Joe Mendes
216	Adolph Gill	85	John Mendes
3—6	Gene Arrants	69	Ralph Bennett
50	Al Coelho	77	Girard Davies
4—11	H. H. Muller	71	Buck Standifer
43	Joe Edwards	151	Ray Korhs
5—18	Asbury Schell	73	John Rhodes
37	Andy Jauregui	74	Tom Rhodes
6—30	Clay Carr	81	Ernest Gill
99	M. W. Del Re	82	Olan Simms
7—31	Willie Clay	117	T. J. Martin
132	Roy Stewart	207	Clyde Taylor
8—32	Sam Howe	86	D. R. Wylder
179	John Ojada	90	Led Englesman
9—33	George Kline		
79	Hugh Bennett		

### 3:18 ARENA EVENT NO. 5—FLAG DRILL

3:29

### ARENA EVENT NO. 6

**STEER DECORATING**—Purse \$500.00—Entrance Fee \$10.00. One-half of purse and one-half of all entry fees for final prize money divided 40, 30, 20 and 10%. Fourth of one-half of purse and fourth of one-half of all entry fees for 4 day moneys divided 40, 30, 20 and 10%. R.A.A. points—1 point for each \$1.00 paid in prize money and returned entry fees.



First Prize—Tailored Rodeo Shirt presented by Claire Bigham, Rodeo Buffet, Salinas.

RIDER	STEER	RIDER	STEER
5-Homer Pettigrew	11	203-Canada Kid	16
38-Holloway Grace	10	204-Howard Brown	6
43-Joe Edwards	4	212-Franw Mendes	15
66-Joe Mendes	3	213-Oscar Warren	12
85-John Mendes	6	250-Chick Hanaan	14
202-Frank Schneider	2		

3:41

### ARENA EVENT NO. 7

**BAREBACK BRONC RIDING**—Purse \$600.00—Entrance Fee \$10.00. One-half of purse and one-half of all entry fees for final prize money divided 40, 30, 20 and 10%. Fourth of one-half of purse and fourth of one-half of all entry fees for 4 day moneys divided 40, 30, 20 and 10%. R.A.A. points—1½ points for each \$1.00 paid in prize money and returned entry fees.

First Prize—Tailored Rodeo Shirt presented by Claire Bigham, Rodeo Buffet, Salinas.

RIDER	HORSE	RIDER	HORSE
19-Kid Fletcher	15	20-Duard Ryan	20
25-Smoky Snyder	10	120-Frank Finley	2
26-Mike Vassil	5	121-Tiger Lopez	12
27-Eddie Curtis	19	65-Gene Randall	8
45-Fritz Truan	1	70-Slim Wallac	21
53-Carl Dossey	4	80-Reginald Wilson	23
101-Dick Griffith	22	83-Al Hayes	9
105-Hubert Sandall	16		

3:51

### ARENA EVENT NO. 8

**STEER WRESTLING**—Purse \$500.00—Entrance Fee \$10.00. One-half of purse and one-half of all entry fees for final prize money divided 40, 30, 20 and 10%. Fourth of one-half of purse and fourth of one-half of all entry fees for 4 day moneys divided 40, 30, 20 and 10%. R.A.A. points—1 point for each \$1.00 paid in prize money and returned entry fees.

First Prize—Tailored Rodeo Shirt presented by Claire Bigham, Rodeo Buffet, Salinas.

WRESTLER	WRESTLER	WRESTLER	WRESTLER
2-John Bowman	1	79-Hugh Bennett	15
3-Buckshot Sorrells	1	74-Tom Rhodes	22
5-Homer Pettigrew	18	85-John Mendes	17
10-Carol Henry	20	145-Hugh Clingman	2
30-Clay Carr	7	210-Cherokee Alcorn	14
38-Holloway Grace	10	203-Canada Kid	6
45-Fritz Truan	16	131-Joe Welch	12
102-Leonard Mitchell	13	213-Oscar Warren	3
66-Joe Mendes	6	250-Chick Hanaan	8
72-Tom Broder	19		

4:11

### ARENA EVENT NO. 9—ARTILLERY DRILL

4:24

### ARENA EVENT NO. 10

**CALF ROPING**—Purse \$800.00—Entrance Fee \$30.00. One-half of purse and one-half of all entry fees for final prize money divided 40, 30, 20 and 10%. Fourth of one-half of purse and fourth of one-half of all entry fees for 4 day moneys divided 40, 30, 20 and 10%. R.A.A. points—1 point for each \$1.00 paid in prize money and returned entry fees.

Prize—Combination Wrist Watch and Timer presented by the Plymouth Cordage Company.

Prize—Tailored Rodeo Shirt presented by Claire Bigham, Rodeo Buffet, Salinas.

ROPER	CALF	ROPER	CALF
2-John Bowman	27	75-Kenneth Gunter	2
3-Buckshot Sorrells	30	76-Gordon Davis	25
5-Homer Pettigrew	11	79-Hugh Bennett	14
11-H. H. Muller	1	90-Led Englesman	4
18-Asbury Schell	7	31-Willie Clay	17
30-Clay Carr	22	142-Johnnie Schneider	9
37-Andy Jauregui	12	145-Hugh Clingman	16
40-Sam Fancher	20	205-Alan Jesperson	5
43-Joe Edwards	6	131-Joe Welch	31
55-Al Skelton	21	216-Adolph Gill	13
56-Joe Schell	29	224-Leonard Block	23
119-Chuck Shepard	28	95-Pete Grubb	19
69-Ralph Bennett	26	225-Cliff Kilfoyl	3
71-Buck Standifer	24	228-Bob Crosby	18
73-John Rhodes	15	231-Oscar Warren	10
74-Tom Rhodes	8	232-Cleve Kelly	32

4:54

## ARENA EVENT NO. 11

**CALF RIDING**—Purse \$100.00.

301-Bob Conner	311-Don Rothenberger
302-Billy Bardin	312-Stan Fleckner
303-Frankie Frazer	314-Charleston White
304-Bruce Willoughby	315-Earl Burns
305-Kenneth Mason	316-Harry Beck
306-Bob Williams	317-Melva Hicks
307-Jimmie Berreyessa	318-Paul Vargus
308-Paul Knuger	319-Charles Errington
309-Bobby Eckel	320-Betty Errington
310-Bert Underwood	

4:56

## ARENA EVENT NO. 12

**WILD COW MILKING**—Purse \$300.00—Entrance Fee \$5.00. All entry fees added to purse. Fourth of purse and fourth of entry fees divided for 4 day moneys 40, 30, 20 and 10%. First Prize—Tailored Rodeo Shirt presented by Claire Bigham, Rodeo Buffet, Salinas.

268-Harry Rose	273-Jim Perry
264-Phil Winegar	279-Irvin Bray
261-Geil Norris	283-Jim Barbree
260-Jim Rodriguez	283-Willard Gill
252-Frank Diaz	282-Cleve Kelley
198-Joe Souza	281-Oscar Warren
184-Frank Galli	229-Bill Boekenogen
181-Charles Maggini	196-Gerald Garner
170-Vernon Roen	

## TRACK EVENTS

**TRACK STARTE**—H. Elander.**TRACK JUDGES**—Earl Nutting, K. Arano, Rose Whittman.

2:00

## TRACK EVENT NO. 1

## BEST PARADE HORSE AND OUTFIT

Judges pick best lady and best man each first three days. On Sunday the six lead the parade and fourth couple is selected, and from these best lady and best man are picked for finals. It is not necessary to enter for this event.

1st—Silver trimmed belt presented by Visalia Stock Saddle Co.  
2nd—Chop plate presented by Ambler's Pottery Shop.

## BEST JUNIOR BOY 15 OR UNDER IN DAILY PARADE

Purse \$15.00. \$2.50 each day, \$5.00 final. Not necessary to enter. Candid Camera presented by Monterey County Ice & Development Company.

## BEST JUNIOR GIRL 15 OR UNDER IN DAILY PARADE

Purse \$15.00. \$2.50 each day, \$5.00 final. Not necessary to enter. Candid Camera presented by Monterey County Ice & Development Company.

## MOST ELABORATE OUTFIT

Not necessary for owner to ride. To be exhibited when and in such manner as the judges decide. Horse and equipment cannot be shown in Track Event No. 9 or No. 10. Horse and equipment must belong to one man.

1st—Del Monte Cup presented by Hotel Del Monte.
2nd—Silver Trimmed Belt presented by Visalia Stock Saddle Co.
13 Lela Davis Capps ..... 175 George Overholt
114 George J. Overholt ..... 198 Joe Souza

2:04

## TRACK EVENT NO. 2

## COWBOY RELAY RACE

One and One-half Miles

Entrance Fee \$2.50 per team. Purse \$760.00. Daily Prize \$190; 1st, \$90; 2nd, \$60; 3rd, \$40. Riders will be allowed three horses and one assistant for each horse and are to mount, dismount, saddle and unsaddle without assistance, and wear colors when riding.

## RIDER

## OWNER

1 Joe Malloy	J. J. Millerick
2 Floyd Murphy	Cuff Burrell
3 Burel McBrien	Burel McBrien

2:10

## TRACK EVENT NO. 3

## BEST COWHORSE AND COWGIRL OUTFIT

Not necessary for owner to ride. Horse must be serviceably sound. To be exhibited when and in such manner as judges may require. Horse or equipment cannot be shown in Track Event No. 8 or No. 9. Any contract outfit will not be allowed to compete. Horse and equipment must belong to one person or company.

1st—Trophy presented by J. C. Penny Company.

2nd—Set of Pottery presented by Ambler's Pottery Shop.

9 Nancy Weill	220 Mrs. Roy Colvin
20 Rose Stevens	227 Virginia Hunter
23 Mrs. Maxwell McNutt	236 Mrs. M. E. Roberts
326 Mrs. Ed. Brown	161 Mari Hemphill
327 Miss W. K. Linsforth	168 Mrs. Peter Duckworth
58 Mary Riley	171 Mrs. O. J. Roen
122 Peggy Mathiot	191 Verrah Sharrah
123 Camiel Burham	209 Marjorie Homer
110 Anna Lee Hansen	251 Betty Baldwin
61 Sheila Moore	256 Maida McCray
100 Martha Steere	257 Beth Mahan
130 Lazell Faxon	258 Thelma Beck

## BEST COWHORSE AND COWBOY OUTFIT

Not necessary for owner to ride. Horses must be serviceably sound. To be exhibited when and in such manner as judges require. Horse or equipment cannot be shown in Track Event No. 8 or No. 10. Any horse or outfit belonging to any contract outfit will not be allowed to compete. Horse and equipment must belong to one person or company.

1st—Pair Silver Spurs presented by Keyston Saddle Company.
24 Maxwell McNutt ..... 226 Jack Huber
107 Jim Cumming ..... 248 Jack Etcheverry, Jr.
57 Tom Hudson ..... 249 George Maderios, Jr.
111 Albert C. Hansen, Jr. ..... 171 O. J. Roen
62 David Moore ..... 208 Forest Homer
64 Wesley Lyons ..... 206 Dudley Taylor
221 Eli Popovich ..... 181 Charles Maggini
223 Gary Welch

2:14

## TRACK EVENT NO. 4a

## EXHIBITION BY WM. JEFFERY AND CHIQUITO

## TRACK EVENT NO. 4b

## MONTY MONTANA—TRICK AND FANCY ROPER

2:20

## TRACK EVENT NO. 5

## BEST HACKAMORE HORSE

Prize \$100.00 1st, \$50; 2nd, \$30; 3rd, \$20. Entrance Fee, \$5.00 added to purse and divided 40, 30, 20 and 10%. Points, conformation 30%, Rein 35%, Manners 35%. Ability for this class to be reined with one hand will play an important part in judging this class. Horses must be under six years. Decision of judges on age will be final. Horse cannot show more than one year.

1st—Silver Belt Buckle presented by Al's Store for Men.
2nd—Silver Martingale presented by Leach's Pharmacy.
48 Mrs. Vanderbilt Phelps ..... 275 J. Edward Seale
128 Monroe Harmon ..... 147 Frank Santos
149 Lester Garner ..... 181 Charles Maggini
219 Sam Rodriguez ..... 184 Frank Galli
222 Roy Colvin ..... 189 Joe Mattos
235 Marvin E. Roberts ..... 266 Mrs. Robert H. Geer

2:25

## TRACK EVENT NO. 6

## ONE-HALF MILE RACE—Men

Purse \$320.00—Entrance Fee \$2.50. Daily prizes \$80.00: 1st, \$40; 2nd, \$15; 3rd, \$15. Over night entries must be made. Catch weight. Riders must wear colors. To enter one must have string entered in with Cowboy or Cowgirl Relay or Pony Express.

HORSE	RIDER	OWNER
1 Corn Cutter	Floyd Murphy	Cuff Burrell
2 Elleon		Marvin E. Roberts
3 Green Timber	Joe Malloy	J. J. Millerick
4 Glad Timber	B. McBride	J. J. Millerick

2:30

## TRACK EVENT NO. 7

## PRESENTATION OF CALIFORNIA'S 1939 OUTDOOR HIGH SCHOOL GIRL

## WATER WAGON

2:35

## TRACK EVENT NO. 8

Entrance Fee \$2.50 per team. Purse \$760.00. Daily Prize \$190; 1st, \$90; 2nd, \$60; 3rd, \$40. Not less than three entries. Each rider will be allowed three horses and one assistant for each horse. Contestants will not be allowed to change horses during race without the consent of the judges. All contestants must mount "pony express style" and wear colors when riding.

RIDER	OWNER
1 Joe Malloy	J. J. Millerick
2 Floyd Murphy	Cuff Burrell
3 Marvin E. Roberts	Marvin E. Roberts

2:46

## TRACK EVENT NO. 10

## BEST COWHORSE—NOVICE CLASS

Purse \$150.00—Entrance Fee \$5.00. Horses to be shown as judges desire. Horses must be serviceably sound and free from natural blemishes. All horses to be shown in Spanish or Half Breed Bits. No basal, nose strap or martingale. Points: Rein, 35; Conformation, 30; Manners, 35; Open to horses that have not won a first prize at any show prior to January 1, 1939. No contract outfit allowed to enter. Purse and entry fees to be divided 40%, 30%, 20%, 10%. Horses shown cannot go in open class or reined class. Working cattle to play an important part in judging this class. Stallions, mares or geldings judged equally.

1st—C. H. Sooy Cup presented by C. H. Sooy.
2nd—Pair of Olson Steltzer hand made boots presented by Daley's Bootery.
48 Mrs. Vanderbilt Phelps ..... 207 Clyde Taylor
49 Joe Algrava ..... 248 Jack Etcheverry, Jr.
106 B. C. Farrell ..... 270 Vic Castro
327 W. K. Linsforth ..... 280 Dan O'Neil
51 Al Foster ..... 217 Mario Del Lemo
52 West'n Horse'm Magazine ..... 183 Lola Gali
57 Tom Hudson ..... 181 Charles Maggini
78 Merrill Packing Co. ..... 189 Joe Mattos
127 L. M. Tynan ..... 195 Frank Grimes
134 Albert Hansen

3:00

## TRACK EVENT NO. 11

## SILVER DOLLAR, THE EDUCATED BRAHAMA BULL

Attend the Shows in  
**LIVESTOCK PAVILION**  
**TREASURE ISLAND**  
(Watch for Schedules of Coming Events)

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**WINE • BEER • LIQUOR**  
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Luis Obispo, Paso Robles, Santa Maria.

*Old Landmark*  
Re-Opened Under New Management  
**ALPINE TAVERN**  
GONZALES, CALIFORNIA  
On 101 Hiway South - 15 Miles from Salinas - Phone Gon. 39  
Featuring  
SOUTHERN CHICKEN and MANTECA FED  
STEAK DINNERS :: COCKTAIL LOUNGE

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Compliments of  
**UNION OIL COMPANY**  
Featuring the Three Leaders  
76 Gasoline

**Triton**  
Motor Oil      **Stop-Wear**  
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### RODEO BOX HOLDERS, 1939

27 F Aaroe, A.	33 D Daley, Oscar R.	28 B Lacey, A. D.	3 E Saunders, Geo. E.
8 E Abbott, Carl H.	32 D Daugherty, G. A.	9 E Lacey, C. F.	26 F Settrini, Gus
9 C Abbott, H. E.	21 C Dayton, F. E.	30 B Lacey, Garth	21 B Schween, W. J.
24 A Adams, Russell	36 C Davies, Ed	24 B Lawler, W. H.	44 E Schuman, Meyer
46 A A D H Co.	18 D Dean, Graham	10 D Leach, E. J.	20 C Scott, Russell
35 B Agostini, Henry	36 D Del Monte Properties Co.	26 E Lund, Arthur	14 B Sego Milk Products Co.
43 B Ah Tye, Wallace	17 F Dodge, R. W.	2 F Lundholm, B. E.	42 B Shaw, Chas.
7 B Anderson, Walter	6 E Doud, Mrs. Thomas	43 C Lynn, Denny	16 B Shell Oil Co.
12 D Ansberry, J. H.	17 C Dougherty, E.		42 E Sherwood Family
13 D Ansberry, J. H.	12 B Dunning Motor Co.		5 E Silacci, H. E.
23 D Arena, V. M.			15 E Silacci, H. E.
21 D Armstrong, John A.	14 F Eastland, Chas.		16 E Silacci, H. E.
33 B Associated Seed Growers	42 D Evans, Wesley		13 E Silacci, Ki
8 D Ayer, C. W.			10 E Silacci, Wm.
	35 E Farley, Walter	28 D Martin, Mrs. Kate	11 B Silliman, Geo.
	36 E Farley, Walter	35 A Martin, Louisa	18 F Silva Truck Line, Jack
23 B Bailey, Dick	26 B Faw, Claude	3 D Martin, W. J.	3 F Somavia, John
37 F Baird, Bruce	27 B Faw, Claude	23 A Matthews, Glenn	10 B Somavia, Ramon
32 B Baltz, Herbert	19 E Fish, Sidney	13 F Merrill, T. F.	27 D Sooy, C. H.
4 E Bardin, J. A.	41 B Fleckner, L. L.	41 C Meyenberg, J. P.	1 E Speidel, Merritt
37 C Bardin, Jim G.	47 A Foster & Kleiser	40 B Monterey Co. Ice, Dev. Co.	30 C Speigl, E. H.
10 A Bardin, O. P.		25 F Monterey Co. Ice, Dev. Co.	18 B Southern Pac. Milling Co.
22 B Bardin, Walter	13 B H. P. Garin	34 D Mont. Co. Title & Abstract	11 D Stirling, Lester
9 D Beasley, W. C.	17 B General Box Distributors	4 F Monterey Co. T. & S. Bank	22 A Storm, D. A.
8 A Benson, Robert P.	34 A Gernert, P. C.	7 E Moore, Geo. G.	27 C Strobel, H. L.
14 E Bergschicker, W. E.	6 B Gilbart, W.	5 C Moore, I. W. Jr.	41 E Supervisors, Mont. Co.
25 D Bigham, A. C.	23 C Gould, Geo. S.	44 B Moy, Harry	
31 C Bingaman, E. W.	26 D Grainger, W. B.	29 B Muller Mortuary	
5 B Bingaman, W. H.	2 E Griffen, Allen	41 D Myers, F. S.	
20 E Blount, J. T.	27 E Grissom, C. A.	24 C Myers, Ralph	31 D Tavernetti, A. A.
39 F Blyth, Chas.		18 E McAdams, C. A.	29 C Tavernetti, W. R.
6 D Bomer, S. E.	30 D Haldorn, Stuart	7 D McCargar, Fred S.	33 E Taylor, Chas.
17 E Bordges, E. H.	22 C Hansen, Albert	19 C McFadden, Chas.	37 B Terrill, W. J. B.
4 C Bramers, W. T.	38 D Harden, E. E.	35 C McFadden, D. P.	2 D Holcke, Grover
6 C Breschini, Mrs. John	19 D Hargis, W. H.	34 C McHarry, Earl	25 B Tickle, E. H.
12 C Bryan, W.	30 E Harris, E. Clyde	39 D McKinnon, D. F.	16 C Trescony, J. G.
2 B Butner, C. E.	15 C Hartshorn, G. L.		3 C Tynan, L. M.
	21 E Hatton, E. G.	25 C Nagle, J. L.	33 C Tynan, L. M.
	43 D Hayward Lumber Co.	1 B Nutting, K. R.	29 E Tynan, L. M.
25 E California Pine Box Dist.	40 F Hayward Lumber Co.	11 E Nusz, O. H.	
32 E Case, R. D.	28 C Hebborn, Elton		
48 A Central Supply C.	35 D F. Hebborn & H. Adams	32 C Outhier, C. B.	9 B Wallace, John E.
39 B Chappel, J. H.	14 D C. S. Howard	1 F Owen, Roy	20 B Weibe, F. E.
33 A Chesholm, C.	18 C Hughes, Martha C.		27 A Weybret, Fred
29 D Church, Bruce	17 D Hughes, R. L.		24 D Whitehill, Irvin
34 E Church, Bruce	3 B Hunt, Harry	4 B Paine, Walter	42 C Williams, Jennie
15 B Church, John	15 D Hunter, Will	8 C Parker, Garth	29 F Williamson, G. F.
31 B Christierson, S. V.	22 D Hurt, Grover	22 E Patrick Corp., A. R.	19 F Williamson, G. F.
31 E Clark, Al	43 E Hutton, W. W.	20 D Pioda, Chas L.	44 F Williamson, G. F.
23 E Cornell, Frank	12 A Jefferson, J. K.	12 E Prader, J. I.	37 D Wyatt, L. E.
24 E Cornell, Frank	11 C Jeffery, Wm.	10 C Reeves, Rollin	36 B Wyatt, L. E.
38 C Cornett, J. A.	16 F Joy, Carol	26 C Rianda, A. V.	
1 D Cornett, S. C.		19 B Richardson, Geo.	
39 C City Council	34 B Kenner, J. D.	16 D Russell, H. P.	8 B Zabala, Anna
39 D Cozzens, H. F.	38 B Knowlton, E. L.	36 A Russell, H. P.	7 C Zabala, Mrs. W. W.

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ALL SALINAS FOLKS

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### THE CALIFORNIA RODEO

Hundreds of people living in Salinas and the neighboring communities give their time and expenses without any compensation whatsoever to the California Rodeo. They, therefore, are particularly anxious to learn of any discourtesies or overcharges, or any other reasons for complaints and welcome any constructive criticism or suggestions for improvement for another year.

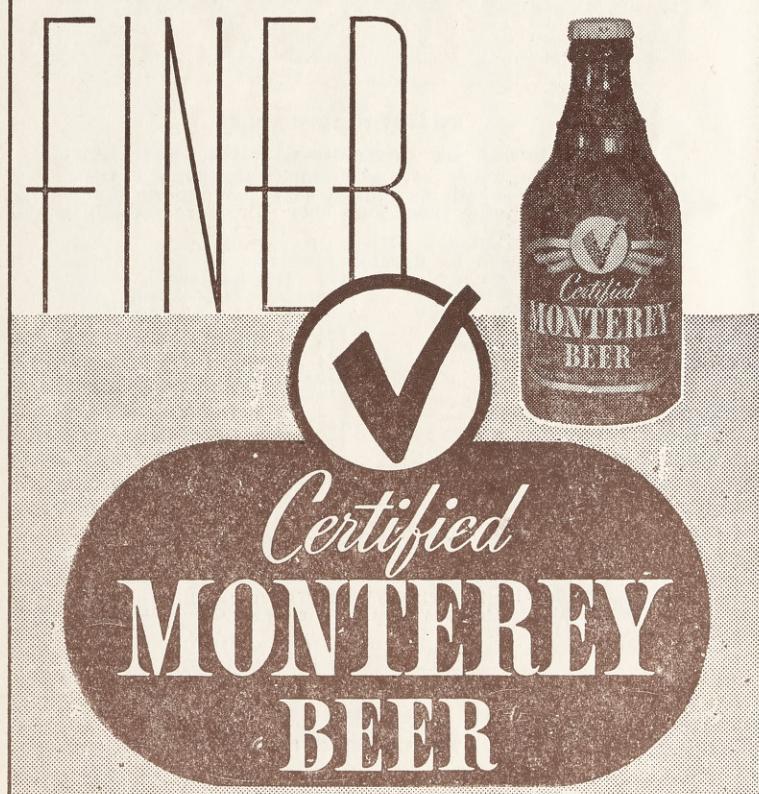
This applies not only to the employees of the rodeo, and vendors of merchandise in the rodeo grounds, but also to merchants, hotels, restaurants, camp grounds and everyone serving guests of the rodeo at Salinas.

The California Rodeo is a non-profit corporation owned and controlled by cattlemen from all over California. Its purpose is to perpetuate the customs and pleasures of the early day cattlemen. Any undue roughness and cruelty to animals will not be

tolerated and any contestant or employee who is cruel to any animal will be barred from further participation in any event. Cooperation of the contestants in seeing that there are no delays is appreciated by the management as well as the public. Any contestant who fails to appear when name is called is barred from further participation in that event and all entry fees forfeited. Judges may bar any participants who fail to appear in full cowboy regalia. Rodeo Association of America rules apply in all cases not herein enumerated. All rules are subject to change and additional information will be posted from time to time in the cowboy headquarters.

The management reserves the right to cancel any event herein listed without notice, and to refuse entry fees of any person and to return entry fees already paid.

Welcome ! LEO CARRILLO  
In Your New RKO Picture  
"THE GIRL AND THE GAMBLER"  
with The Dead End Kids in "HELLS KITCHEN"  
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\$100 in Cash by Hamley's Saddle Co., Pendleton, Oregon

#### TO THE CHAMPION BULL OR STEER RIDER

Montgomery Ward & Co., offers \$200 with \$125 for second  
\$75 for third

#### TO THE CHAMPION STEER DECORATOR

1st: \$100. in Cash; 2nd: \$50 in Cash: By the Howard  
Buick Automobile Co., of San Francisco, Calif.

#### TO THE CHAMPION SINGLE ROPER

\$250 Saddle by the Keyston Bros. Saddlery of  
San Francisco, Calif.

#### TO THE CHAMPION TEAM ROPER

1st: \$100 in Cash; 2nd: \$50 in Cash: By H. J. Justin &  
Son, Ft. Worth, Texas

#### TO THE CHAMPION BRONC RIDER

\$200.00 in cash by Harry Rowell, Rodeo Stock Contractor  
Hayward, California; 2nd, \$50.00 in cash given by Uncle  
Sam Work Shirts.

#### TO THE CHAMPION CALF ROPER

1st, \$100.00 by Porter Saddle Co., Phoenix, Ariz., 2nd, \$50  
by West-Holliday Co., of San Francisco, Publishers'  
Representatives

#### TO THE CHAMPION STEER WRESTLER

\$100 in Cash by John B. Stetson Hat Co.  
of Philadelphia, Pa.

### THANX !

Due to lack of space ads from the following were necessarily left out . . . Thanks for sending them in.

H. C. Capwell's, Oakland; The White House, and The Emporium, San Francisco; Old Stagg's Corral, on the Bay Shore Hiway, Palo Alto; O'Briens, and Hotel St. Claire, San Jose; Dinah's Shack, Palo Alto; The Anderson Hotel, San Luis Obispo; Santa Maria Inn, Santa Maria; Barbara Hotel, and El Encanto Hotel, Santa Barbara; Californian Hotel, and Fresno Hotel, Fresno; Roslyn, Mayfair, and Savoy Hotels, Los Angeles.

3:05  
TRACK EVENT NO. 12

**COUNTY COWGIRL RACE**—300 Yards  
Santa Cruz, Monterey, San Benito County riders and horses only, run jointly. Purse \$300.00. Entry Fee \$2.50, added to purse and divided 50, 30 and 20%. Daily money \$75: 1st, \$40; 2nd, \$20; 3rd, \$15. Trophy added on last day. Horse winning first each day eliminated. All first and second place horses of first three days to run in finals on Sunday. No contract horse or horses shipped with contract outfit will be allowed to start. Cowboy saddle must be used. Judges decision final.

1st—Silver Trophy presented by Safeway Stores.  
2nd—Trophy presented by Monterey County Ice and Development Company.

HORSE	RIDER	OWNER
1 Buck	Rose Southworth	Mrs. Southworth
2 Sam	Irene Ayres	Irene Ayres
3 Red	Isabell Belden	Isabell Belden
4 Pat	Ruth Miller	J. B. Miller
5 Scotty	Lola Galli	G. F. Williamson
6 Waimui	Helen Bras	Tim Phillips
7 Dr. Moss	Geraldine Flint	R. C. Collins
8 Dixie	Thelma Beck	Thelma Beck
9 Poppy	Phyliss Russell	Phyliss Russell

3:10  
TRACK EVENT NO. 13

**TRICK AND FANCY RIDING**  
Dick Griffith, Monty Montana, Louise Montana, Frances Steeler, Vern Goodrich, Myrtle Goodrich.

3:20  
TRACK EVENT NO. 14

**2 1/2 FURLONG RACE for Registered Half Thoroughbred Horses**  
that are registered in the half breed book. Must have four entries or event will not be held. Decision of judges final in regard to eligibility of horse. Entry Fee \$2.50. Purse for each day \$80.00. 1st, \$32; 2nd, \$24; 3rd, \$16; 4th, \$8. Entry fees added and divided 40, 30, 20, and 10%. First eliminated each day. First and second each day to go in Track Event No. 20 on Sunday.

HORSE	RIDER	OWNER
1 Jimmie	Floyd Murphy	Cuff Burrell
2 Foxy Bias	Joe Algrava	Mrs. Vanderbilt Phelps
3 Cotton	Helen Bras	Tim Phillips
4 Blazer	Ruth Miller	J. B. Miller
5 Delano	Marvin Lester	J. J. Millerick

3:34  
TRACK EVENT NO. 15

**JUNIOR BOYS AND GIRLS STOCK HORSE CLASS**  
Boys—12 years and under. Girls—12 years and under. Boys—Over 12 years and under 16 years. Girls—Over 12 years and under 16 years. Required to work horses as judges see fit. The decision of judges in regard to age of children to be final. No contract outfit allowed to enter and horses shown in this class cannot show in open, novice or reined class. Trophies presented by the following: Dr. and Mrs. E. J. Leach; Mr. and Mrs. T. R. Merrill; Albert Hansen; Mr. and Mrs. Graham Dean; Sproles Jewelry; Nehi Bottling Company; Monterey County Ice & Development Company; Mr. and Mrs. Vic Barlogio; Mr. and Mrs. Ralph Myers; Mr. and Mrs. Dean Lacey; Mr. George Gould; Mr. Gunnar C. Tornberg; Mr. and Mrs. Lester Stirling; Salinas Valley Realty Company; Mr. and Mrs. Leslie Granger; Mr. and Mrs. Horace Wisely; Mr. F. E. Dayton; Mr. Walter Markham; Mr. William Butts; Mr. and Mrs. W. B. Grainger; Mr. and Mrs. E. E. Harden; Mr. Jim Bungard.

Girls Over 12 Years

12 Joyce Lamb	13 June Lamb
58 Mary Riley	247 Ruth Gomez
113 Barber Malcolm	177 Shirley Scofield
61 Sheila Moore	15 Norma Matthews

Girls Under 12 Years

7 Arlene Bardin	110 Anna Lee Hansen
17 Nadine Gigliotti	279 Mono Castro
60 Betty Riley	186 Barbara McReynolds

Boys Over 12 Years

116 Roe Martin	172 Fred Gatzman, Jr.
124 Jack McMahon	178 Bill Reeves
126 Arthur Hately, Jr.	206 Dudley Taylor
62 David Moore	148 Donald Santos
118 Bob Martin	259 Bob De Lorme

Boys Under 12 Years

1 Harry Stevens, Jr.	111 Albert C. Hansen, Jr.
22 Howard Leach	234 Marvin E. Roberts, Jr.
112 Frankie D. Amaral	276 George M. Struve, Jr.
115 Jack Martin	159 John Arano
125 Tom Brown	

3:49  
TRACK EVENT NO. 16

**ONE-HALF MILE RACE**—Ladies  
Purse \$320.00 Daily Prize \$80.00: 1st, \$40; 2nd, \$25; 3rd, \$15. Overnight entries must be made. Entrance fee \$2.50. Catch weight. Riders must wear colors. To enter this one must be entered in either Cowboy Pony Express or Cowboy and Cowgirl Relay Race.

HORSE	RIDER	OWNER
1 Mack	Isabell Belden	Isabell Belden
2 La Volta		Cuff Burrell
3 Transfusion	Lois Gruff	J. J. Millerick
4 Casey	Ruth Brown	Cuff Burrell

3:55  
TRACK EVENT NO. 17

**BEST DISPLAY OF STOCK HORSES**—(Elaborate Equipment)  
(Three) and Equipment

Most elaborate equipment owned by one person or company.

1st—Silver Mounted Bridle by Olson Nolte Saddle Company.

**BEST DISPLAY OF STOCK HORSES**—(Working Equipment)  
(Three) and Equipment

Best working equipment owned by one person or company.

1st—Silver Headstall presented by Richardson-Chevrolet Motor Company.

2nd—Pair of Spurs presented by Cutter Laboratories.

46	Mrs. Lore Riggins	171	O. J. Roen
48	Mrs. Vanderbilt Phelps	174	J. E. O'Niel
122	Peggy Mathiot	191	Verrah Sherrah
123	Camile Burham		

4:01  
TRACK EVENT NO. 18

BEST COWHORSE—OPEN CLASS

Purse \$150.00 Horses to be shown as judges desire. Horses must be serviceable sound and free from natural blemishes. All horses to be shown in Spanish or Half Breed Bits. No bosal, nose strap or martingale. Points: Rein, 35; Conformation, 30; Manners, 35. An entry fee of \$15 will be charged, to be added to the purse, the purse and entry fees to be divided as follows: 1st, 40%; 2nd, 30%; 3rd, 20%; 4th, 10%. Horse shown cannot go in the novice class. This class to work cattle. Stallions, mares or geldings judged equally.

1st—“The Hub Cup” presented by The Hub “Whitehills”.

2nd—Gold Trophy presented by Johnson's Garages.

104	Ed Eaton	158	Keeno Arano
228	Bob Crosby	181	Charles Maggini
244	Earl E. Danielson	267	Verne Castro
179	John Ojada	266	Mrs. Robert H. Geer
279	P. L. Castro	281	Paul Daniels

4:12  
TRACK EVENT NO. 19  
WATER WAGON

4:28  
TRACK EVENT NO. 20

COWGIRL RELAY RACE

One and One-half Miles

Entrance Fee \$2.50 per team. Purse \$760.00. Daily prize \$190; 1st, \$90; 2nd, \$60; 3rd, \$40. Each rider may be assisted in mounting. Each rider will be allowed three horses and one assistant for each horse. Contestant will not be allowed to change horses during the race without the consent of the judges. Contestants must wear colors when riding.

RIDER OWNER

1	Lois Grubb	J. J. Millerick
2	Ruth Brown	Cuff Burrell
3	Isabell Belden	Isabell Belden

4:33  
TRACK EVENT NO. 21

BEST DISPLAY OF COWHORSE TYPE ON HALTER

Entry Fee \$5.00; Purse \$100.00 divided \$40, \$30, \$20, \$10. Entry fee added. Horses will be judged as to soundness and ability to be good cowhorse type. This class for mares, geldings and stallions.

1st—Trophy presented by King City Stampede.

2nd—Cup presented by Sproles Jewelry.

8	Foster K. Tynan	133	Jim Lapierre
29	Mrs. O. W. Wigmore	220	Mrs. Roy Colvin
44	R. P. Holliday	235	Marvin E. Roberts
46	Mrs. L. Lore Riggins	237	Mrs. Dan De Rosa
103	Lela Davis Capps	170	Vernon Roen
107	Jim Cumming	274	Phyllis Russell
326	Mrs. Ed Brown	275	J. Edward Seale
327	W. K. Linsforth	214	William Jeffery
59	T. F. Riley	215	William Jeffery
110	Anna Lee Hansen	168	Mrs. Peter Duckworth
111	Albert C. Hansen, Jr.	171	O. J. Roen
100	Martha Steere	199	Tom Belcher
130	Lizell Faxon	208	Forest Homer

4:38  
TRACK EVENT NO. 22

ONE-QUARTER MILE CHARIOT RACE

Purse \$320.00—Daily Prize \$80.00. To enter this, one must be entered in either Cowboy Pony Express or Cowgirl Relay Race.

DRIVER OWNER

1	Bud Brown	Cuff Burrell
2		J. J. Millerick

4:41  
TRACK EVENT NO. 23

EXHIBITION BY 11th CAVALRY, U. S. A.

4:51  
TRACK EVENT NO. 24

**WILD HORSE RACE**—Purse \$400.00—No Entrance Fee. Entry fee must be paid in another Arena Event. Day Money: 1st \$40; 2nd, \$25; 3rd, \$15; 4th to 20th, \$2.50.

## CONTESTANTS' NAMES AND NUMBERS

1 Harry Stevens, Jr.	92 Jim McGee	187 Jim Indart
2 John Bowman	93 Marion Vincent	189 Joe Mattos
3 Buckshot Sorrells	94 H. G. Vincent	190 Charles Barrett
4 Burrell Mulkey	95 Pete Grubb	191 Verrah Sherrah
5 Homer Pettigrew	96 John Bartram	192 Joe Stewart
6 Gene Arrants	97 Ray Bartram	193 Irvin Inks
7 Arlene Bardin	98 John Gerig	194 Bill Caldera
8 Foster Tynan	99 M. W. Del Re	195 Frank Grimes
9 Nancy Weill	100 Martha Steers	196 Gerald Garner
10 Carroll Henry	101 Dick Griffith	197 Bob Garner
11 H. H. Muller	102 Leonard Mitchell	198 Joe Souza
12 Joyce Lamb	103 Leila Davis aCpss	199 Tom Belcher
13 June Lamb	104 Ed Eaton	200 Truck Smith
14 Eddie Rgoers	105 Hubert Sandall	201 Cherokee Alkorn
15 Norma Matthews	106 B. C. Farrell	202 Frank Schneider
16 Bob Cunningham	107 Jimm Cumming	203 Canada Kid
17 Nadine Gigliotti	108 Duart Ryan	204 Howard Brown
18 Asbury Schell	109 Zack McGiggins	205 Allan Jesperson
19 Kid Fletcher	110 Anna Lee Hansen	206 Dudley Taylor
20 Rose Stevens	111 Albert C. Hansen, Jr.	207 Clyde Taylor
21 Ot Williams	112 Frankie De Amaral	208 Forrest Homer
22 Howard Leach	113 Barbar Malcolm	209 Marjorie Homer
23 Mrs. Maxwell McNutt	114 George J. Overholt	210 Joe Violini, Jr.
24 Maxwell McNutt	115 Jack Martin	211 Ben Violini
25 Smokey Snyder	116 Roe Martin	212 Frank Mendes
26 Mike Vassil	117 T. J. Martin	213 John Taylor
27 Eddie Curtis	118 Bob Martin	214 William Jeffery
28 George Yardley	119 Chuck Sheppard	216 Adolph Gill
29 Mrs. O. W. Wigmore	120 Frank Finley	217 Maria De Llerma
30 Clay Carr	121 Tiger Lopez	218 Walt Stevenson
31 Willie Clay	122 Peggy Mathiot	219 Sam Rodriguez
32 Sam Howe	123 Camiel Burham	220 Mrs. Roy Colvin
33 George Howe	124 Jack McMahon	221 Eli Popovich
33 George Kline	125 Tom Brown	222 R. Colvin
34 Robert Nyswonder	126 Arthur Hately	223 Joe Welch
35 Harold Gill	127 L. M. Tynan	224 Leonard Block
36 Roonie Russell	128 Monroe Harman	225 Cliff Kilfoyl
37 Andy Jauregui	129 Glen Tyler	226 Jack Huber
38 Holloway Grace	130 Lazell Faxon	227 Virginia Hunter
39 Harry Logue	131 Joe Welch	228 Bob Crosby
40 Sam Fancher	132 Roy Stuart	229 Bill Boekenogen
41 Ben Fancher	133 Jimmie Lapierre	230 G. F. Williamson
42 Jackie Cooper	134 Otto Hansen	231 Oscar Warren
43 Joe Edwards	135 Ed Osborn	232 Cleve Kelley
44 R. P. Holliday	136 E. V. Dorsey	233 Willard Gill
45 Fritz Truan	137 Bob Estes	234 Marvin Roberts, Jr.
46 Mrs. L. Lore Riggins	138 Henry Bird	235 Marvin E. Roberts
47 Doff Aber	139 John Vierra	236 Mrs. M. E. Roberts
48 Mrs. Vanderbilt Phelps	140 J. B. Huston	237 Mrs. Dan De Rosa
49 Joe Algrava	141 Walt Stuart	238 Jib Barbree
50 Al Coelho	142 Johnnie Schneider	239 Irvin Bray
51 Al Foster	143 Smokey Moran	240 Doggie Markham
52 Western Horseman Magazine	144 Al Ray	241 Butch Rotchin
53 Carl Dossey	145 Hugh Clingman	242 Manuel Enos
54 Jack Myers	146 Cecil Henley	243 Harry Stevens, Jr.
55 Al Skelton	147 Frank Santes	244 Carl Daniels
56 Joe Schell	148 Donald Santos	245 A. Ordway
57 Tom Hudson	149 Lester Garner	246 Joe Sanchez
58 Mary Riley	150 Leonard Santos	247 Ruth Gomez
59 T. F. Riley	151 Ray Kohrs	248 Jack Etcheverry, Jr.
60 Betty Riley	152 Lee Moreno	249 George Medeiros, Jr.
61 Shelia Moore	154 Cecil Jones	250 Chick Hanaan
62 David Moore	155 Buck Vincent	251 Betty Baldwin
63 Tex Ralbourne	156 Joe Rodriguez	252 Frank Diaz
64 Wesley Lyons	157 Tom Mattart	253 Carl Mendes
65 Gene Rambo	158 Toney Morano	254 Halrod Vasche
66 Joe Mendes	159 John Morano	255 Gene McGregor
67 Fred Alm	160 Robert Hemphill	256 Maida McCray
68 Charles Parlett	161 Mari Hemphill	257 Beth Mahan
69 Ralph Bennett	162 John F. Quirin	258 Thelma Beck
70 Slim Wallace	163 Agnew Shea	259 Bob De Lorme
71 Buck Standifer	164 Bill McGrath	260 Jim Rodriguez
72 Tom Breden	165 John McGrath	261 Geil Norris
73 John Rhodes	166 Bert Dozier	262 Bud Roberts
74 Tom Rhodes	167 Pete Duckworth	263 Glen Shaw
75 Kenneth Gunter	168 Mrs. Pete Duckworth	264 Phil Winegar
76 Gordon Davis	169 Joe McCormick	266 Mrs. Robert Geer
77 Girard Davis	170 Vernon Roen	267 Verne Castro
78 Merrill Packing Co.	171 O. J. Roen	268 Harry Rhodes
79 Hugh Bennett	172 Fred Gatzman, Jr.	269 Dutch Martin
80 Reginald Wilson	173 George Donaldson	270 Vic Castro
81 Ernest Gill	174 J. E. O'Neil	271 H. G. Hansen
82 Olan Sims	175 George Overholt	272 Cliff Hicks
83 Al Hayes	176 Bill Nissen	273 Jim Perry
84 Ward Watkins	177 Shirley Scofield	274 Phyllis Russell
85 John Mendes	178 Bill Reeves	275 J. Edward Seale
86 D. R. Wilder	179 John Ojada	276 George Struve, Jr.
87 Duck Swan	180 Charles Maggini	277 Ki Silacci
88 R. T. Suell	181 Jim Walters	278 Mono Castro
89 Charles Akers	182 Lola Galli	279 P. L. Castro
90 Led Englesman	183 Frank Galli	280 Dan O'Niell
91 Mitch Owens	184 Sidney Hardey	281 Paul Daniels
	185 Barbara McReynolds	

Salinas  
Public Library

## San Benito County Saddle Horse Show

AUGUST 18, 19 & 20, 1939

Hollister California

# Rules and Regulations for Arena Events of the 1939 California Rodeo

## Arena Event No. 1 BULL RIDING

Riders must take bulls as they come in chute and must ride as their names appear on program. Any rider turning down bull or refusing to ride or not being ready to ride when called will be disqualified and not allowed to ride for day money that day or any day following in this event, and shall also forfeit his entrance fee. All entries go each day. Riders allowed eight seconds to make ride.

Riding to be done with rigging and one hand. This will be a four ride average. Each contestant must wear a cowboy hat, boots and spurs when coming out of chute. The judges' decision will be final in this contest.

## Arena Event No. 2 DALLY STEER ROPING

Ropers must take steers as they come in chute and ropers must rope as their names appear on program. Any roper turning down steer or refusing to rope or not being ready to rope when called will be disqualified and not allowed to rope for day money that day, or any day following in this event and also shall forfeit his entrance fee. First three days one-third of all entries go each day. All contestants having made time go on fourth day for two steer average.

Each contestant will be allowed one throw and on failure to catch must retire immediately from arena. Roper must daily to stop steer. No tied ropes allowed. Ropers will start from behind a barrier. Ten seconds fine for breaking barrier.

Steer belongs to roper after he crosses deadline regardless of what happens. Steer to be roped by head or horns or head and one horn. Five seconds fine for head or horns and one front foot. All other catches disqualify, including one horn and figure eight on the nose.

Time to be taken when horse has been brought to a stop facing steer with rope tight. If steer is handled roughly at any time, the contestant will be disqualified if in the opinion of the field judges he has intentionally done so. Any question as to catch in this contest will be decided by the judges. Each contestant must wear cowboy hat and boots.

## Arena Event No. 3 BRONC RIDING

Riders must ride as their names appear on program. Any rider turning down horse, or refusing to ride, or not being ready to ride when called will be disqualified, and not allowed to ride for day money that day, or any day following in this event, and shall also forfeit his entrance fee. All riders go each day.

Horses and association saddles will be furnished by the management, and the management will draw mounts for riders. If rider draws a horse he has once ridden during this contest, he must draw again, and must ride as often on any horse as judges deem necessary. Riding to be done with plain halter and one rein. Rein must be without tape or knots. Rein hand must show daylight above horse's neck. Hand and rein must be on same side of horse's neck. After the horse leaves the chute, everything the rider does will be counted for or against him.

The matter of re-rides will be decided by the judges. Riders allowed 10 seconds to make the ride. Any of the following offenses will disqualify rider—being bucked off; coasting with feet against horse's shoulders; changing hands on rein; wrapping rein around hand; pulling leather; losing a stirrup; failure to leave starting place with both spurs against horse's shoulders; not being ready to ride when called; use of any substance on any part of rider's clothing or on any part of his equipment; cheating in any manner to prevent horse from doing his best. This will be a four ride average. Each contestant must wear a cowboy hat, chaps, boots and spurs when coming out of the chute. The judges' decision will be final in this contest.

## Arena Event No. 4 DALLY TEAM ROPING

Ropers must take steers as they come in chute, and ropers must go as their names appear on program. Any roper turning down steer or refusing to rope, or not being ready to rope when called will be disqualified and not allowed to rope for day money that day or any day following in this event, and also shall forfeit his entrance fee. First three days one-third of all entries go each day, All teams having made time go on fourth day for two steer average.

Contestants allowed to enter but one time. Each contestant will be allowed to carry but one rope. Each team allowed four throws in

all. Roper roping steer without turning loose the loop will be considered no catch.

Contestants will start from behind a barrier. Ten seconds fine for breaking barrier. Steer belongs to roper after he crosses deadline regardless of what happens. Ropers must daily to stop steer. No tied ropes allowed. Steer to be roped first by head or horns or head and one horn. Five seconds fine for head or horns and one front foot. All other catches disqualify including one horn and figure eight on the nose. Steer to be roped by one or both hind feet. Allowing steer to back into loop not permitted. Straight time for two hind foot catches. Five seconds added to time for one hind foot catch.

Steer to be stopped but not thrown. Time will be taken when steer is stopped, both horses facing steer in line with ropes tight. Time limit 90 seconds. Steer must not be handled roughly at any time and ropers may be disqualified if in the opinion of the field judges they have intentionally done so. Any question as to catches in this contest will be decided by the judges. Each contestant must wear a cowboy hat and boots.

## Arena Event No. 5 STEER DECORATING

Contestants must take steers as they come in chute, and must go as their names appear on program. Any contestant turning down steer or refusing to take steer, or not being ready to take steer when called, or failing to jump at steer after he does take him, will be disqualified, and not allowed to compete that day or any day following in this event, and also shall forfeit his entrance fee. All entries go each day.

Decorator and hazer will start from behind a barrier. Ten seconds fine for breaking barrier. Steer will be given a start. Steer belongs to decorator after he crosses deadline, regardless of what happens.

Decorators must leave horse, then place rubber band around steer's nose, steer must be on his feet when decorated. **Rubber bands must have ribbons fastened to them not less than one foot long. Shortening ribbons will disqualify contestant.**

Contestant who in the opinion of the judges abuses the steer in any manner will be disqualified.

Hazer must not render any assistance to contestant while contestant is working with steer, or contestant may be fined or disqualified in the opinion of the field judge. A time limit of sixty seconds will be allowed each contestant to catch and decorate steer. This will be a four steer average. Each contestant must wear a cowboy hat. The judges' decision will be final in this contest.

## Arena Event No. 6 BAREBACK BRONC RIDING

Riders must ride as their names appear on program. Any rider turning down horse, or refusing to ride, or not being ready to ride when called will be disqualified, and not allowed to ride for day money that day or any day following in this event, and shall also forfeit his entrance fee. All riders go each day. One hand rigging to be used.

Horses will be furnished by the management, and the management will draw mounts for riders. If rider draws a horse he has once ridden during this contest, he must draw again, and must ride as often on any horse as judges deem necessary. After horse leaves the chute, everything the rider does will be counted for or against him.

The matter of re-rides will be decided by the judges. Riders allowed 8 seconds to make the ride. Each contestant must wear a cowboy hat, boots and spurs when coming out of the chute. The judges' decision will be final in this contest.

## Arena Event No. 7 STEER WRESTLING

Contestants must take steers as they come in chute, and must go as their names appear on program. Any contestant turning down steer or refusing to take steer, or not being ready to take steer when called, or failing to jump at steer after he does take him, will be disqualified, and not allowed to compete that day or any day following in this event, and also shall forfeit his entrance fee. All entries go each day.

Contestant and hazer will start from behind a barrier. Ten seconds fine for breaking barrier. Steer will be given start. Steer belongs to contestant after he crosses deadline, regardless of what happens. After catching steer, wrestler must bring it to a stop and twist it down. If steer is accidentally knocked or thrown down before being brought to a stop,

or is thrown by wrestler putting animal's horns to ground, it must be let up on all four feet and then thrown. Steer will be considered down only when it is lying flat on its side, all four feet out and head straight. The fairness of catch and throw will be left to the judges and their decision will be final.

Hazer must retire from field as soon as wrestler catches his steer and must not render any assistance to contestant while contestant is working with steer. Failure to observe this rule will impose penalty on contestant.

There will be a time limit of one minute in this contest. If wrestler has not caught and thrown his steer in one minute, he will retire from arena on signal and be given no time.

## Arena Event No. 8 CALF ROPING

Ropers must take calves as they come in chute and ropers must go as their names appear on program. Any roper turning down calf or refusing to rope or not being ready to rope when called will be disqualified and not allowed to rope for day money that day or any day following in this event, and also shall forfeit his entrance fee. All entries go each day.

Roper will start from behind a barrier. Ten seconds fine for breaking barrier. Calf belongs to roper after he crosses deadline, regardless of what happens. Roper roping calf without turning loose the loop will be considered no catch.

Each contestant will be allowed to make two throws, and on failure to catch must retire immediately from arena. Catch as can and catch must hold until roper gets his hands on calf. Roper must use a neck rope or strap and arrange rope and reins to prevent horse from dragging calf. Roper must not bust calf, but dismount, go down rope and throw calf by hand, cross and tie any three feet and throw up both hands as signal for time. If calf is down when roper gets to it, it must be let up and thrown by hand. The tie must hold until passed on by the judge. If tie comes loose or if calf gets up before tie is ruled a fair one, the roper will be marked no time. Time limit sixty seconds.

If roper intentionally busts calf or handles calf roughly at any time, he will be fined or disqualified, at the discretion of the field judges. This will be a four calf average. Each contestant must wear a cowboy hat, and boots. Any question as to catches and ties in this contest will be decided by the judges.

## Arena Event No. 9 WILD COW MILKING

Ropers must take cows as they come in chute, and ropers must go as their names appear on program. Any roper turning down cow or refusing to rope or not being ready to rope when called will be disqualified and not allowed to rope for day money that day or any other day following in this event, and also forfeit his entrance fee. One fourth of all entries go each day.

Each contestant will be allowed to carry but one rope and can make two throws and on failure to catch must retire immediately from arena. **Ropers must daily to stop cow. Tied ropes not allowed. If rope is caught or tied or not free on saddle horn before or after roper dismounts to milk cow, he will be disqualified and marked no time.** Contestant will start from behind a barrier. Ten seconds fine for breaking barrier. Cow belongs to roper after she crosses deadline regardless of what happens. Cow to be roped by head or horns, or head and one horn, or head and horns and one front foot. All other catches disqualify including one horn and figure eight on the nose.

If cow is handled roughly at any time, the roper will be disqualified if in the opinion of the field judges he has intentionally done so. All muggers or helpers must stay out of arena until called.

Roper allowed one helper to hold cow. Roper must pick helper. No other mugger allowed in arena while roper is contesting. Roper must receive bottle from field judge, milk cow, run to flag judge and pour out milk. No milk, not time. Roper roping cow without turning loose the loop will be considered no catch. Each contestant must wear a cowboy hat. The judges' decision will be final in this contest.

## WILD HORSE RACE

Contestant will be allowed 2 helpers only. Failure to bring lead rope to judges after race will forfeit any monies. Entry money must be paid in other event. In case contestant loans his number to someone else for this event then both will forfeit all winnings in all events.

# A THRILL A MINUTE



BRONC RIDING



U. S. 11th CAVALRY  
IN ACTION



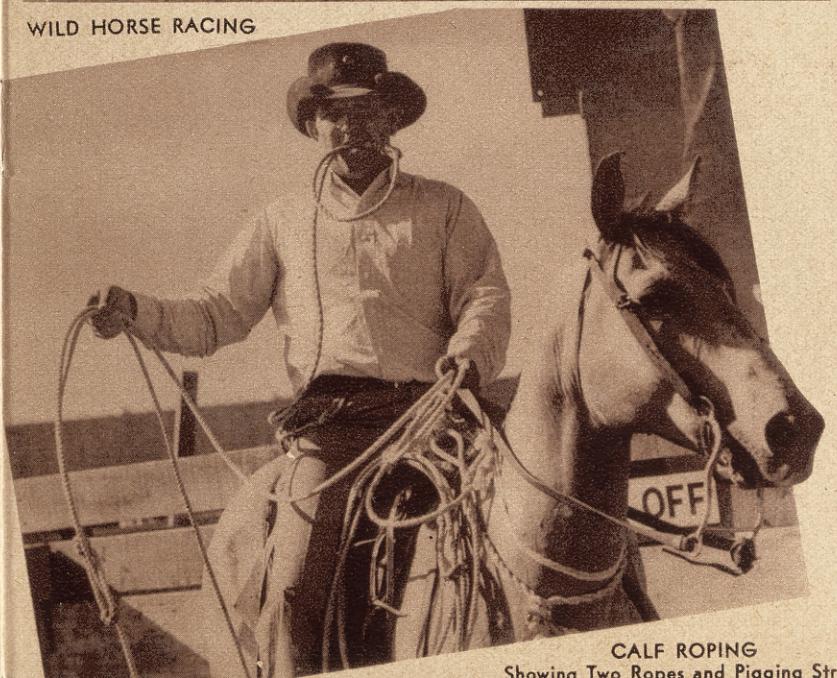
WILD HORSE RACING



HOMER  
HOCUM  
AND  
FRIEND



(Above) STEER ROPING



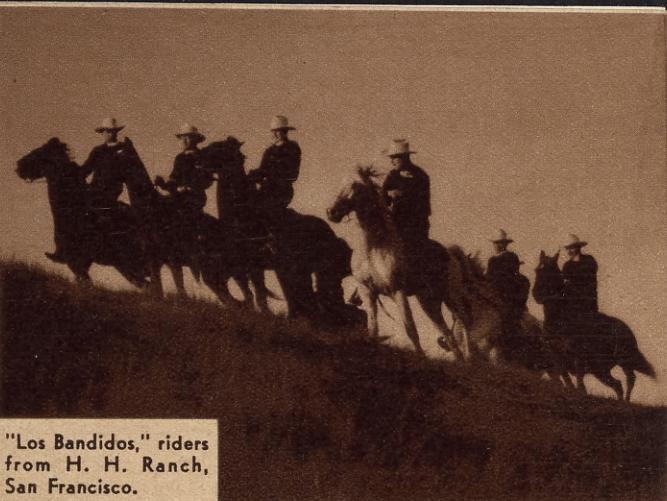
CALF ROPING  
Showing Two Ropes and Piggin String

"JUST TIRED!"





## Sheriff's Posses and other Riding Groups Will Participate



San Francisco County Sheriff's Posse saluting Jane Pendergast, last year's winner.

2000 people go to the annual Salinas Rodeo Barbecue held in June.

(Below) Fresno County Sheriff's Posse.

## The RODEO CHAMPIONS

Practically all the Rodeos, Stampedes, Round-ups, etc. belong to the Rodeo Association of America. A point and a half is awarded for each dollar paid, including added entrance fee in Bronc Riding, Bareback Horse Riding and Bull or Steer Riding. A point for each dollar in Calf Roping, Single Roping, Team Roping, Steer Wrestling (tipping steer down) and Steer Decorating (placing ribbon on nose or horn). The contestant who receives the most points in each event during the year is the Champion of that event and the person receiving the most points in all events becomes the All-Around World Champion for that year. There are no official comparable records in

any event such as time in Calf Roping for the reason that at different contests different lengths of starts are given the calf. There are no official Trick Roping or Riding Champions. Levi Strauss & Company, makers of Levi's Overalls, have been the chief sponsors of the Rodeo Association of America, offering \$500 in cash to the World Champion each year. Other sponsors are Harry Rowell, Hayward, Calif.; West-Holiday Company, San Francisco; N. Porter Saddle Co., Phoenix, Arizona; John B. Stetson Hat Co., Philadelphia, Pa.; The Howard Buick Automobile Co., San Francisco; Keyston Bros. Saddlery, San Francisco; H. J. Justin & Son, Fort Worth, Texas; Uncle Sam Work Shirts, and Montgomery Ward Co.



Everyone Goes "Western" at Salinas

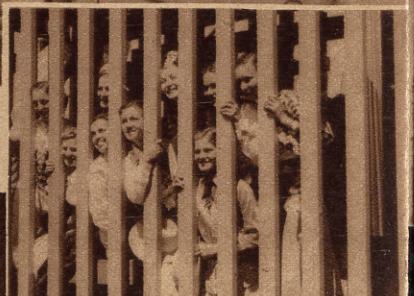
(Left) Little Johnnie Schneider—son of Johnny Schneider, World's Champion Cowboy, who wins points in all eight R. A. A. events.



Two World Champions, who are always at the Rodeo, Abe Lefton, announcer, and Jane Withers, juvenile movie star, having a coca cola. At right—The "Hoosegow."



# KIDDIE KAPERS



# LAS RANCHERITAS

## Finest California Outdoor Girl

California's finest outdoor high school girls are selected in their community, for their scholastic ability, their healthful appearance, their personality and, lastly, their horsemanship. Then winners go to Salinas for the finals, which are held commencing with horsemanship and outdoor appearance judging at the rodeo grounds, at 2:30 p.m., Wednesday, July 12th, followed by a written examination at the Salinas Junior College. On Thursday, July 13th, at 8:00 a.m., the girls are judged for their personality on the stage of the Fox-California Theatre. Governor Olson will name the winner at 2:00 p.m. that day at the rodeo.

In place of the trip to Glacier National Park, the winner may choose a year's schooling, with board and room, at the Salinas Junior College.



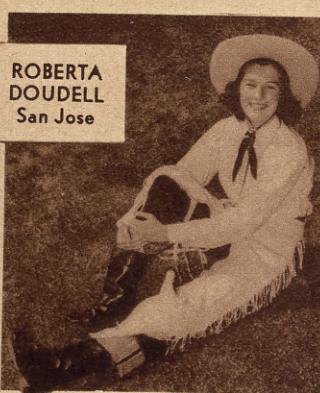
Virginia Hughes, Salinas Hostess, taking San Francisco candidates for a ride in the official car—Front Row: Virginia Hughes, Salinas H. S.; Amy de Turk, Geo. Washington H. S., San Francisco. Back Row: Marjorie Easton, Salinas J. C., Representative to Gilroy Gymkhana; Betty Crites, Polytechnic H. S., San Francisco; June Kreter, Galileo H. S., San Francisco. Sponsored by the San Francisco Chamber of Commerce.



(Above)  
ALICE  
VIARORA  
Gilroy



ETHEL REYNOLDS  
King City



VIRGINIA HUGHES, Salinas Hostess

Here are only a few of the early entries who entered prior to June 1st. Entries close and all entry blanks and pictures must be on file by July 7.



MONICA  
THOMAS  
Pittsburg



BETTY CRITES, San Francisco



(Above)  
NORMA  
SHOTWELL  
Pacific  
Grove



(Right)  
MARY  
ROGERS  
Watsonville



ETHEL McINERY, Santa Cruz

Amador County Rep. selected at Amador Rodeo, June 3; Avis Corbin, Ione; Marjorie Swingle, Sutter Creek; Betty Kreth, Ione; Merle Yeomans, Jackson; Edith Brownlee, Jackson

BERNADINE  
MEADOWS  
Monterey



BARBARA TURNER  
Santa Rosa and  
Sonoma Counties

DOROTHY  
GUNTHER  
Morgan Hill



(Below) Friday is always Radio Star Day at the Rodeo.



23,000 people attend  
the Rodeo on Sunday



TO

STAMP



## THE CALIFORNIA RODEO

at Salinas has two complete shows taking place at the same time. On the Track, twenty-two events, with more running races than are usually seen at a race meet. In the Arena, eleven events, the California Rodeo being the only rodeo in the world that has all of the recognized Rodeo Association of America events. One thousand mounted riders in the daily horse parade. Four hundred contestants compete between 2:00 P.M. and 5:00 P.M., making it the fastest of all Wild West Contests.

For more detailed information, write the SALINAS CHAMBER OF COMMERCE, SALINAS, CALIFORNIA, PHONE 7611.

### GENERAL INFORMATION

**TICKETS:** For ticket reservations write Fred McCargar, Secretary, Salinas, Calif. Box Seats, including admission, \$2.50. Center Grand Stand Seats, including admission, \$2.00. End Grand Stand Seats, including admission, \$1.50. Bleachers not reserved, \$1.00. Children under twelve years, 50c less for each classification of seats. Boxes with six seats for the four days, without admission, \$20.00. (Note: You save \$16.00 by buying a box for the four days.) Reservations will be held until noon the day for which they are reserved, but not longer. Persons desiring tickets mailed enclose 18 cents for registration. Box office is at the Salinas Chamber of Commerce until noon, then at Rodeo Grounds. This booklet published by the Travel Stimulation Committee of the California State Chamber of Commerce.

### Program of Events

#### WEDNESDAY, JULY 12th

10:00 A.M. U. S. Government Display Remount Stallions and Colts.  
2:00 P.M. Horsemanship Judging. California Outdoor Girl Contest at Rodeo Grounds. Admission Free.  
Evening Foley & Burke Shows. Dances, etc.  
Evening Kiddie Kaper Parade. Free.

#### THURSDAY, JULY 13th

California State and Governor Day.  
8:00 A.M. At Fox Theatre—Judging Personality. California Outdoor High School Girls. Free.  
10:00 A.M. U. S. Government Display Remount Stallions and Colts.  
10:00 A.M. Band Concert on Street.  
1:00 P.M. Parade.  
2:00 P.M. Rodeo at Rodeo Grounds.  
2:30 P.M. U. S. Government Cavalry and Artillery maneuvers. All California High School Students admitted free upon presentation of student body card or other official designation.  
Evening Foley & Burke Shows.

#### FRIDAY, JULY 14th

Monterey, San Benito, Santa Cruz and Santa Clara Counties Day. Reditors Day.  
10:00 A.M. U. S. Government Display Remount Stallions and Colts.  
10:00 A.M. Band Concert on Street.  
1:00 P.M. Horse Parade.  
2:00 P.M. Rodeo.  
2:30 P.M. U. S. Government Cavalry and Artillery maneuvers. Children's Day—All children under twelve admitted free.  
Evening Foley & Burke Shows.

#### SATURDAY, JULY 15th

San Francisco Bay Counties Day.  
10:00 A.M. U. S. Government Display Remount Stallions and Colts.  
10:00 A.M. Band Concert on Street.  
1:00 P.M. Horse Parade.  
2:00 P.M. Rodeo at Rodeo Grounds.  
2:30 P.M. U. S. Government Cavalry and Artillery maneuvers.  
8:00 P.M. Colmo del Rodeo.  
Evening Foley & Burke Shows.

#### SUNDAY, JULY 16th

Finals All Events.  
10:00 A.M. U. S. Government Display Remount Stallions and Colts.  
10:00 A.M. Band Concert on Street.  
1:00 P.M. Horse Parade.  
2:00 P.M. Rodeo at Rodeo Grounds.  
2:30 P.M. U. S. Government Cavalry and Artillery Maneuvers.  
Evening Foley & Burke Shows.

**PRINTED PROGRAMS**, with names and numbers of all contestants in each event, go on sale at 9:00 A.M. each day for that day. Buy a set for the four days and have a complete history of the Rodeo.

